




IN THE CLAIMS

Please amend the claims as follows.

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1. (Currently Amended) A method for providing incentive comprising:
storing predetermined goal data for each of a plurality of participants ~~participant~~,
the goal data including at least one minimum threshold level of
performance selected by a participant from a plurality of performance
levels provided by a program sponsor, wherein the predetermined goal
data further comprises an identification of one of the at least one minimum
threshold level of performance as a desired level of performance;
storing historical performance data of the plurality of participants ~~participant~~;
comparing the historical performance data to the predetermined goal data, and
generating in a computer a result indicating the extent to which historical
performance data satisfies the predetermined goal data; and
transmitting the result to at least one destination.
 2. (Original) The method of claim 1, further comprising communicating the result to the
participant.
 3. (Currently Amended) The method of claim 1, wherein the plurality of participants is
divided into at least a first segment and a second segment and further wherein the
plurality of performance levels for the first segment is different from the plurality of
performance levels for the second segment ~~participant is a natural person~~.
 4. (Original) The method of claim 1, wherein storing predetermined goal data further
includes storing reward data corresponding to each of the at least one minimum threshold
level of performance.
 5. (Canceled)

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6. (Currently Amended) The method of claim 4, wherein a reward associated with the reward data is provided only upon determining the satisfaction of the minimum threshold level of performance ~~the at least one minimum threshold level of performance is predetermined by a sponsor of the participant and the identification of one of the at least one minimum threshold level of performance as the desired level of performance is determined by the participant.~~
7. (Original) The method of claim 1, wherein the predetermined goal data is an amount of sales attributed to the participant.
8. (Original) The method of claim 1, wherein the predetermined goal data is a measure of compliance with safety rules, the measure of compliance being attributed to the participant.
9. (Original) The method of claim 1, wherein the predetermined goal data is a measure of efficiency attributed to the participant.
10. (Previously Presented) The method of claim 1, wherein the predetermined goal data is a measure of training completed by the participant.
11. (Previously Presented) The method of claim 1, wherein the predetermined goal data is a measure of cost-saving attributed to the participant.
12. (Previously Presented) The method of claim 1, wherein the predetermined goal data is a measure of the number of displays installed by the participant.
13. (Previously Presented) The method of claim 1, wherein the predetermined goal data is a measure of number of demonstrations conducted by the participant.

14. (Original) The method of claim 1, further comprising:
- generating a list of a plurality of eligible participants;
 - storing the list of the plurality of eligible participants;
 - communicating to each individual eligible participant of the list of the plurality of eligible participants information indicating the eligibility of the participant; and
 - receiving from at least one of the plurality of eligible participants, information indicating consent to designation as a participant.
15. (Original) The method of claim 1, further comprising:
- receiving from the participant the predetermined goal data of the participant.
16. (Currently Amended) The method of claim 1, further comprising:
- setting the predetermined goal data by modifying previous predetermined goal data based on past performance data.
 - ~~receiving from a sponsor of the participant the predetermined goal data of the participant.~~
17. (Original) The method of claim 1, wherein the comparing is a quantitative equating of the historical performance data to the predetermined goal data to determine if the performance data satisfies a minimum threshold of the predetermined goal data.
18. (Original) The method of claim 1, wherein storing predetermined goal data of a participant occurs after the storing historical performance data of a participant.
19. (Original) The method of claim 1, wherein the predetermined goal data includes data quantifying at least one measure of anticipated performance.

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20. (Original) The method of claim 1, wherein the predetermined goal data includes data quantifying at least one measure of time corresponding to the at least one measure of performance.
21. (Original) The method of claim 1, further comprising issuing an award based on the result.
22. (Original) The method of claim 21, further comprising receiving data indicating at least one perquisite award corresponding to the predetermined goal data of the participant.
23. (Original) The method of claim 21, wherein the data indicating at least one perquisite award corresponding to the predetermined goal data of the participant is generated by the participant.
24. (Previously Presented) The method of claim 1, further comprising:
modifying the predetermined goal data using the historical performance data of
the participant.
25. (Original) The method of claim 24, wherein modifying the predetermined goal data includes modifying the at least one minimum threshold level.
- 26 - 40. (Canceled)
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